

Abstract

This master's thesis deals with the Greek media system and its specifics, describes the media landscape of Greece and its transformation influenced by the economic crisis. The theoretical part is devoted to the definition of the media system and to the description of the development of its research with special focus on the publication *Four theories of the press* written by Fred Siebert, Theodor Peterson and Wilbur Schram and the *Comparing Media Systems* written by Daniel C. Hallin and Paolo Mancini. In the practical part, the historical development of the Greek media market is described, followed by a description of the contemporary media landscape of Greece. The thesis focuses on print media, radio broadcasting, television broadcasting and digital media including social networks. The ownership structures of the Greek media are also characterized. The master's thesis also deals with the legislative framework of Greek media and self-regulation principles. In the thesis the impact of the economic crisis on the Greek media market is analyzed and the future development of the Greek media is anticipated. The thesis is partly based on the criteria defined by D. C. Hallin and P. Mancini in the above-mentioned publication *Comparing Media Systems* and compares the postulated theses of both authors with the currently obtained data.